



readthesigns

A campaign promoting help seeking and suicide prevention

Presentation to Law Enforcement & Public Health Conference November 2012

A joint initiative between Lifeline and MTAA Superannuation Fund



Background

- In 2000/01 the Trustee Directors of the MTAA Super raised concerns about suicides among the young male membership of the fund.
- Statistical data indicated that MTAA Super's suicide incidence was above the then national average in the 15-24 and 25-34 age brackets.
- Tragic human loss, but as well, a commercial issue through higher death claims leading to higher insurance costs to members.

Background

- MTAA Super: an ‘all profits to members’ industry fund with low operating costs.
- Lifeline: a national organisation with 42 Centres operating 24 hour telephone crisis support through 13 11 14 and promoting mental health education and suicide prevention.

Background

- Fund commissioned research through Lifeline which revealed that a properly targeted program could be effective.
- First step in the development of a socially-driven and successful partnership which has been in place ever since.

Project strategies

- Increase awareness of options for seeking help, particularly in situations involving mental health or suicide.
- Develop awareness and skills in recognizing and responding to people at risk of suicide.
- Provide resources for supporting people who have been affected by a suicide.

Project strategies

- **readthesigns** was initially developed with a workplace focus.
- Stigma and employer reluctance led to a review and to the adoption of the current model.
- From 2004 the model is:
 - a communications campaign;
 - mental health awareness and suicide prevention presentations to apprentices; and
 - resources to support people impacted by the suicide of a loved one, friend or colleague.

Project activities

Lifeline Trainers deliver Awareness Sessions as part of the curriculums for training apprentices in the motor trades in:

- ACT
- NSW
- SA
- QLD
- VIC
- WA

Some 3500 apprentices have participated in the program since 2006.

Other activities

- Website – www.readthesigns.com.au
Currently being revamped.
- Toolkits and other communications are also being updated.
- Further resources including technology options being considered/explored.
- Survivors of Suicide booklet provided to Coroners, Emergency Services, Doctors, counseling services etc. and the general public.

Other activities

- V8 Supercars
 - Driver promotions
 - HRT and FPR 'bi-partisan' support
 - Trackside signage
- Mark Skaife – Ambassador for **readthesigns**
 - TV interviews
 - Introduction to training DVD

Topics covered

Stress

Depression awareness

Suicide prevention

ASIST for teachers, counsellors.

Signs, symptoms, strategies for coping,
referrals

Workplace posters and flyers



Caution

It could be your mate.

1 in 5 people experience stress, depression or anxiety.

Talk to a mate. See a doctor. Call Lifeline.
www.readthesigns.com.au

© 2007 MTA Superannuation Fund Ltd 000000



Caution

It could be your mate.

1 in 5 people experience stress, depression or anxiety.

Talk to a mate. See a doctor. Call Lifeline.
www.readthesigns.com.au

readthesigns

A campaign promoting help seeking and suicide prevention

LifeLine 13 11 14

MVA
MVA
MVA

A joint initiative between Lifeline and MTA Superannuation Fund

It could be your mate.

Everyone goes through low times in their life when things get on top of them. That's normal.

But for some people being down and out of sorts can drag on and become a serious problem.

Did you know that being depressed or anxious is a common reason why people see a doctor or counsellor?

In fact one in five Australians will have a mental health problem that needs medical treatment. It could be your mate, your partner, your neighbour, someone at work – or you.

How can you tell? More importantly, how can you help if it is your mate, or your partner? We've provided a handy checklist that you can use to see if someone you know is suffering from depression and might need your help.

You may also find it helpful to check yourself out with this list.

Depression checklist

1. For more than two weeks have you, or someone you know:
2. Felt sad or down most of the time?
3. Lost interest in usual activities?
4. If you answer yes to either of these questions, continue on.
5. Lost or gained a lot of weight or changes in appetite?
6. Is your sleep disturbed?
7. Felt slowed down, restless or really busy?
8. Tired and have no energy?
9. Feeling worthless or excessively guilty?
10. Poor concentration, indecisiveness or hard time thinking?
11. Recurring thoughts of death?

Add up how many times you answered yes: _____


What does your score mean?

(assuming you answered 'YES' to question 1 and/or question 2)

- 4 or less:** Unlikely to have a depressive illness
5 or more: Likely to have a depressive illness

Depression Checklist used with permission of beyondblue: the National Depression Initiative.


Wallet card






Real mates help each other out.
Tell them where to go.

TALK

T Tell a mate
A Ask if your mate is ok
L Listen and hear what they are saying
K Keep safe and get help for your mate




Losing Control?
It takes guts to get help.
Talk to a mate.
See a doctor. Call Lifeline.
☎ 13 11 14



A campaign promoting help seeking and suicide prevention

Symptoms of depression include:

- For more than two weeks or more you have felt sad or down for most of the time or lost interest in usual activities?
- Disturbed sleep
- Felt tired or had no energy
- Felt worthless or guilty
- Changes in weight or appetite
- Recurring thoughts of death



It could be your mate.
1 in 5 people experience mental illness

Where to seek help

- Talk it over with a mate
- See a doctor
- Phone Lifeline 13 11 14
- Call your local Community Mental Health Service
- Seek Counselling

Talk to a mate.
See your doctor.
Call Lifeline.
13 11 14

Depression checklist used with permission of beyondblue: The National Depression Initiative. Ref: APA, 1994

Who can help?

- Talk to a mate / partner / family
- Talk to your local GP or another doctor
- Call the local community health service
- Contact another health professional eg psychologist or counsellor
- Contact Lifeline: 13 11 14 (24 hours) or Online Crisis Chat (8pm – 12mn AEST/AEDT) and other resources at www.lifeline.org.au/Get-Help
- Check out www.readthesigns.com.au for lots of other information.

readthesigns website

Lifeline Crisis Support Chat

readthesigns

A campaign promoting help seeking and suicide prevention

- Need help?**
 - ▶ Feeling stressed?
 - ▶ Feeling anxious?
 - ▶ Feeling depressed?
 - ▶ Losing control?
 - ▶ Are you at risk?
- How to help**
 - ▶ It could be your mate
 - ▶ Mates help each other
 - ▶ Helping tips
 - ▶ Is a mate at risk of suicide?
- Self-Help**
 - ▶ Get help now
 - ▶ Type of help available
 - ▶ Services & resources
 - ▶ Support after suicide
 - ▶ Self-help toolkits

▶ Mark Skaife talks about 'readthesigns'

A joint initiative between Lifeline and MTAA Superannuation Fund | Privacy | Stemap | www.lifeline.org.au | www.mtaasuper.com.au

www.readthesigns.com.au

Achievements

- Lifeline is able to identify many instances where interventions have avoided self harm and potential suicides.
- MTAA Super's Group Life insurer - Metlife reported 53% reduced death claims from 2004-2007.
- Current and new members of the super fund are advantaged from a higher insurance benefit/premium ratio.

Contacts

For more information please contact:

John Jones

02 6215 9419

john.jones@lifeline.org.au

Debbi Knee

02 6215 9417

debbi.knee@lifeline.org.au

Please visit www.readthesigns.org.au

and the Lifeline website www.lifeline.org.au